



City of Rockville
Mayor and Council
Agenda Item

For the meeting on:	August 3, 2009
Agenda Item Type:	Approval, Presentation
Department:	City Clerk
Responsible staff:	Claire Funkhouser, City Clerk/Treasurer phone: (240) 314 - 8282 email: cfunkhouser@rockvillemd.gov

Subject

Presentation and approval of Rockville Economic Development Inc.'s (REDI) Accomplishments for FY 2009 and Goals for FY 2010

Recommendation

Receive a briefing from the Sally Sternbach, the Executive Director of Rockville Economic Development, Inc. (REDI), regarding REDI's recent accomplishments and REDI's FY2010-2011 Work Plan. Approval of the new Work Plan is also recommended.

Discussion

The current agreement between the City of Rockville and Rockville Economic Development, Inc. (REDI) requires that REDI prepares and presents an annual work plan to the Mayor and Council for approval, accompanied by a summary of the prior year's activities and accomplishments. The documentation is attached below. The FY 2010 Work Plan includes a series of strategic initiatives aimed at achieving milestones and objectives in the following goal areas:

- Build Rockville's Economy for the future
 - Attract new businesses to Rockville
 - Retain and support Rockville's existing business base
 - Support the revitalization of Rockville programs and Initiatives
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Mayor and Council History

The Mayor and Council receive a briefing every year from REDI staff and board members. The last presentation was November 24, 2008.

Boards and Commissions Review

The Board of Directors of REDI approved the Work Plan recommended for approval by the Mayor and Council at its June 26, 2009 meeting.

Fiscal Impact

REDI receives annual grant funding from the City as an outside agency. Although REDI is considered an outside agency, they are not required to submit an application for grant funding, and are not included in the formal outside agency grant application review process each year. Instead, REDI and the City have a contract through FY 2010 that specifies the amount of the City's annual grant (FY 2010 is the third year of a three year contract). The City's FY 2010 grant contribution to REDI totals \$517,500, a 4.8% increase

over FY 2009.

Next Steps

Subject to Mayor and Council approval, REDI will commence completion of the goals described in the Work Plan for FY 2010.

Attachments

2009-2010 REDI Strategic Initiatives for Approval



Attach A-REDI 2009-2010 Strategic Initiatives.pdf

2008-2009 REDI Strategic Initiatives

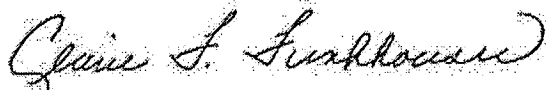


Attach B-REDI Strategic 2008-2009 Initiatives.pdf

Summary of Accomplishments for FY 2009 and Goals for FY 2010



Attach C-REDI FY2009 Accomplishments.pdf

A handwritten signature in cursive script, reading "Claire S. Funkhouser".

Department Head: Claire Funkhouser, City Clerk/Treasurer
Approval Date: 07/27/2009

A handwritten signature in cursive script, reading "Scott Ullery".

City Manager: Scott Ullery, City Manager
Approval Date: 07/28/2009

REDI 2009-10 Strategic Initiatives

Attach A

2009-2010 REDI STRATEGIC INITIATIVES

GOAL 1: Build Rockville's Economy for the Future*Strategy 1.1: Foster Innovation and Entrepreneurship in Rockville*

Tactic A: Support the Rockville Innovation Center (RIC) & the Shady Grove Innovation Center (SGIC)

Measurement: Tenant company growth (5-10% graduate); RIC and SGIC occupancy rates (90%); sponsor participation (6)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
REDI participates in Tenant Review Committee for new applicants	ongoing			
REDI participates in annual review for all tenant companies	ongoing			
Assess & redesign sponsor program	5/10			
Secure 2010-11 sponsorships	6/10			

Tactic B: Promote Technology Transfer from Area Laboratories

Measurement: ACTiVATE at NIH program begun; 75% graduation rate

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
National Science Foundation funding received	7/09			
Planning for implementation of program	7-9/09			
Support program offering	9/09-5/10			
Analyze results; prepare for new class	3Q10			

REDI 2009-10 Strategic Initiatives

Attach A

Tactic C: Sponsor the StartRight! Women's Business Plan Competition

Measurement: Number (50) & regional diversity (20% non-MD) of participants; create tech and non-tech company awards

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Determine StartRight! award event partner & timing	8/09			
Create two divisions (tech and non-tech) and secure prize sponsors	1/10			
Conduct Competition	2-4/10			
Manage award ceremony; publicize winners; assess results	2Q10			

Strategy 1.2: Catalyze Public and Private Investment Funds

Tactic A: Increase Access to Existing Financial Resources

Measurement: Attendance at MIT Enterprise Forum public event (80); Rockville companies presenting to CAN (2)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Introduce potential angel investors to CAN	1-6/10			
Introduce Rockville companies to CAN for access to angel investors	1-6/10			
Establish MIT Enterprise Forum in Rockville	10/09			

REDI 2009-10 Strategic Initiatives

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GOAL 2: Attract New Businesses to Rockville*Strategy 2.1: Brand and Market Rockville as a Business Center*

Tactic A: Establish the Rockville Regional Library as the Center for Business Information

Measurement: Business plan seminars sponsored (10); other seminars co-sponsored, promoted and held at the library (3); number of business plan seminar attendees (>200)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and publicize monthly REDI seminars at the Rockville library	Ongoing			
Co-sponsor and promote seminars with other business organizations	Ongoing			

Tactic B: Expand and Maintain REDI's Website

Measurement: New website launched; information updated (1-2x/month); number of unique monthly visitors (>2000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Redesign website	3Q09			
Update website	1-2 times monthly			
Do complete website review	1x a year			

REDI 2009-10 Strategic Initiatives

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Tactic C: Selectively Advertise Rockville as a Great Place to Do Business

Measurement: Number of ads placed (40) and cooperative marketing campaigns run (1)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Place ads in Gazette	Ongoing			
Complete 2009 "Why Rockville Campaign"	1/10			
Organize event for 2009 sponsors and CEOs	1/10			
Approve 2010 campaign	12/09			
Implement 2010 "Why Rockville" campaign	1-6/10			
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing			

Tactic D: Generate Free, Earned Media Coverage

Measurement: Number of press releases generated; number of articles in print/stories on the air (>90); advertising equivalent increase over 2008-09 (>\$125,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Produce editorial content for Rockville section of Gazette "Inside Montgomery County Business"	11/09			
Achieve 6 non-calendar media placements/month	Ongoing			
Author a "thought piece"	6/10			

REDI 2009-10 Strategic Initiatives

Attach A

Strategy 2.2: Expand Rockville's Base of Technology Companies

Tactic A: Follow Up from BIO 2009 and Participate in BIO 2010

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; participation of Rockville companies (5+) in BIO 2009

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Follow up leads from BIO 2009	Ongoing			
Plan BIO 2010 participation with Rockville companies	1-4/10			
Participate in BIO 2010	5/2010			
Follow up leads from BIO 2010	Ongoing			
Plan participation in BIO 2011 in DC	Ongoing			

Tactic B: Participate in 2009 Mid-Atlantic BIO

Measurement: Inquiries for information; anecdotal stories of success; number of and satisfaction of booth partners (4)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan Mid-Atlantic joint booth with Rockville companies	8-10/09			
Participate in Mid-Atlantic BIO 2009	11/2009			
Follow up leads from Mid-Atlantic BIO 2009	Ongoing			

REDI 2009-10 Strategic Initiatives

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Tactic C: Partner with Technology Business Organizations, e.g., TEDCO, Tech Transfer Society, Federal Lab Consortium, Tech Council of Maryland

Measurement: Joint programming and initiatives (10)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Propose joint activities, participate at regional events	Ongoing			
Implement and assess results	Ongoing			

GOAL 3: Retain and Support Rockville's Existing Business Base

Strategy 3.1: Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success

Tactic A: Celebrate Rockville Businesses through a "Business Appreciation Week"

Measurement: Expanded number of partner organizations (5), visiting team members and business visits (54); press coverage of event

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify partners	10/09			
Schedule business visits; identify visiting team members	2-3/10			
Publicize event	4/10			
Visit businesses; release survey results	4/10			
Evaluate event	5/10			

REDI 2009-10 Strategic Initiatives

Attach A

Tactic B: Make Targeted Retention Visits

Measurement: Number of visits (30)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Schedule visits	Ongoing			
Begin visits	7/09			
Assess results and amend plan	6/10			

Tactic C: Publicize Rockville business successes

Measurement: Number of companies nominated for awards (12); number of companies receiving awards (9); number of award programs promoted (4)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify targeted business award programs	9/09			
Encourage company nominations	Ongoing			
Publicize Rockville company selections	Ongoing			

Strategy 3.2: Support Workforce Recruitment for Rockville Companies

Tactic A: Sponsor/Organize a Regional Postdoc Conference

Measurement: Number of postdoc participants (550) and hiring companies (35); sufficient funds raised to cover conference costs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and host meetings of the planning committee	7/09; 10/09- 6/10			
Hold conference	7/09			
Evaluate event	8/09			
Evaluate hiring results	1Q2010			

REDI 2009-10 Strategic Initiatives

Attach A

Strategy 3.3: Stimulate B2B Networks for Businesses

Tactic A: Hold CEO Connect Event

Measurement: Event held; number of attendees

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan event	7-9/09			
Hold Event	10/09			
Evaluate Event	10/09			

Tactic B: Support Existing Business Organizations (Chambers, women and minority organizations)

Measurement: Number of events promoted in calendar and e-newsletter (36); number of events attended (24)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Publicize Rockville business events on web, in newsletter	Ongoing			
Attend business events (goal is 2/month)	Ongoing			
Provide links from REDI website to business organizations	Ongoing			

REDI 2009-10 Strategic Initiatives

Attach A

Tactic C: Facilitate B2B Connections through a Comprehensive, Web-based Listing of Rockville Technology Companies and Large Companies

Measurement: Databases updated annually; number of hits on the web pages

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Update information; add new businesses as they are discovered	Ongoing			
Complete annual database confirmation/update	5/10			
Evaluate and amend approach	6/10			

Tactic D: Communicate Regularly through an Email Newsletter

Measurement: Frequency and number of newsletters sent (12); percent opened (25%)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Develop and send monthly REDI e-newsletter	Ongoing			
Assess readership quarterly	Ongoing			

GOAL 4: Support City of Rockville Programs and Initiatives*Strategy 4.1: Support the Revitalization of Rockville Town Center*

Tactic A: Support Parking Coordination Efforts

Measurement: Parking plan implemented; timely installation of parking signs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Continued distribution of Town Center parking brochure	Ongoing			
Gain support from existing garage owners for signage plan	Open			Dependent on Duball construction schedule
Implement signage plan	Open			Dependent on Duball construction schedule

Strategy 4.2: Partner with City on Initiatives with Economic Development Component

Tactic A: Support City processes to review and update various Master Plans

Measurement: Responsiveness to City request for support; inclusion of economic considerations/business perspective in plans

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Participate in City meetings as requested	Ongoing			
Serve as a resource to City staff and liaison to business community throughout process	Ongoing			

REDI 2009-10 Strategic Initiatives

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Tactic B: Support Rockville Sister City Corporation Relationship (RSCC) with Jiaxing, China

Measurement: Economic development component in RSCC's plans and activities with Jiaxing counterparts

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Advise RSCC & provide program components as requested	Ongoing			
Serve as liaison to Rockville business community in implementing plan	Ongoing			

Tactic C: Support "Buy Rockville" Program

Measurement: Match to City of Rockville funding is raised

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
List "Buy Rockville" events and promotions on REDI website and newsletter	Ongoing			
Participate in "Buy Rockville" planning committee				
Become a "Buy Rockville" sponsor	Ongoing			

Tactic D: Integrate Businesses into the Effort to "Green" Rockville

Measurement: Lists are prepared, published and publicized

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Prepare list of Rockville businesses providing "green services"	2/10			
Prepare list of Rockville's "green" office buildings	3/10			

REDI 2009-10 Strategic Initiatives

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Publish and promote lists	4/10 ongoing			
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Watch List Projects

Goal 1:

- Power of Angels Seminar
- Brochure on financial assistance programs
- Formal CAN membership/relationship
- Technology Fund through Maryland pension funds

Goal 2:

- Author regular column
- Secure one non-print media series

Goal 3:

- Establish a Montgomery County Business Club in Rockville

Goal 4:

- Support a downtown boutique hotel
- Promote Rockville's cultural, arts and entertainment organizations and events

2008-2009 REDI STRATEGIC INITIATIVES

GOAL 1: Build Rockville's Economy for the Future*Strategy 1.1: Foster Innovation and Entrepreneurship in Rockville***Tactic A: Support the Rockville Innovation Center (RIC)**

Measurement: Tenant company growth; RIC occupancy rate (90%); sponsor participation (8)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
REDI participates in Tenant Review Committee for new applicants	ongoing		ongoing	Participated in 9 application reviews (7 for RIC, 2 for Shady Grove Innovation Center (SGIC)); occupancy rate declined from 100% primarily due to economy
REDI participates in annual review for all tenant companies	ongoing		ongoing	Participated in 6 annual company reviews
Assess & redesign sponsor program	11/08		3/09	Redesigned to one level
Secure sponsorships	1/09		6/09	4 sponsorships secured with one pending; expanded sponsorship to SGIC

Tactic B: Promote Technology Transfer from Area Laboratories

Measurement: Montgomery College class held; federal laboratory program begun

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Support Montgomery College technology transfer overview course	7-9/08		3/09	Promoted course through e-newsletter, press releases, website
Evaluate Montgomery College course	11/08		3/09	

REDI 2008-09 Strategic Initiatives

Attach B

Support 2009 Montgomery College course offering	12/08 – 6/09		3/09	Course held February 2009
Create structure for ACTiVATE at NIH	7-12/08			Worked on Nat'l Science Foundation grant application, linked JHU into project
Secure funding for NIH program	1-3/09	8/09		Grant request submitted 1/09; awaiting determination
ACTiVATE course offered	2Q09	3Q09		
OTHER				Participated in County Life Sciences Task Force Conflict of Interest subcommittee; presented alternative structures & raised issue with congressional delegation

Tactic C: Sponsor the StartRight! Women's Business Plan Competition

Measurement: Number (50) & regional diversity (20% non-MD) of participants; scope of prizes (>\$5,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Determine StartRight! award event partner & timing	10/08		11/08	
Create Advisory Board	12/08	12/09		
Determine prizes & secure sponsors	1/09		1/09	\$17,500 in cash prizes, over \$17,800 in in-kind prizes; new sponsor (Comcast Spotlight)
Conduct Competition	2-4/09		4/09	48 exec. summaries (10 non-MD); 41 full plans (9 non-MD);
Manage award ceremony; publicize winners; assess results	2Q09		7/09	Widespread press coverage including Washington Woman and SmartCEO

REDI 2008-09 Strategic Initiatives

Attach B

Strategy 1.2: Catalyze Public and Private Investment Funds

Tactic A: Increase Access to Existing Financial Resources

Measurement: Financial program summary released; Rockville company (2) & investor participation in the Capital Access Network (CAN)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Compile summary information on financial assistance programs	10/08			Project suspended as rapidly changing state/county budget conditions made summary impractical
Publicize information	ongoing			N/A
Become CAN member	1/09			N/A – CAN in transition year
Introduce potential angel investors to CAN	1-6/09			N/A
Introduce Rockville companies to CAN for access to angel investors	1-6/09			3 Rockville incubator companies presented at CAN meetings

Tactic B: Promote New Sources of Funds

Measurement: "Power of Angels" seminar presented; # attendees (20)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Spearhead "Power of Angels" seminar planning	7-12/08			Project suspended due to changing economic conditions and altered work plan
Secure seminar funding	12/08			
Present seminar	1Q09			

REDI 2008-09 Strategic Initiatives

Attach B

Tactic C: Support Innovative Public Investment Programs

Measurement: Bill submitted on MD pension fund use

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify supporters of pension fund bill	12/08			Project suspended due to changing economic conditions and altered work plan
Identify bill sponsors	12/08			
Educate on bill benefits	1-4/09			

GOAL 2: Attract New Businesses to Rockville*Strategy 2.1: Brand and Market Rockville as a Business Center*

Tactic A: Establish the Rockville Regional Library as the Center for Business Information

Measurement: Business plan seminars sponsored (10); other seminars co-sponsored, promoted and held at the library (3); number of business plan seminar attendees (>200)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and publicize monthly REDI seminars at the Rockville library	Ongoing		Ongoing	11 seminars held; 188 attendees
Co-sponsor and promote seminars with other business organizations	Ongoing		Ongoing	Financial Crisis Seminar; Capital Bank Seminars; Stimulus Seminar

REDI 2008-09 Strategic Initiatives

Attach B

Tactic B: Expand and Maintain REDI's Website

Measurement: New information added; number of monthly hits/visitors

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Redesign website	2Q09	3Q09		Project begun
Update website	1-2 times monthly		ongoing	Over 2000 unique visitors to website each month
Do complete website review	1x a year		5/09	

Tactic C: Selectively Advertise Rockville as a Great Place to Do Business

Measurement: Number of ads placed (35) and cooperative marketing campaigns run (1)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Place ads in Gazette & SmartCEO	Ongoing		6/09	18 ads run in Gazette, 6 in SmartCEO
Complete 2008 "Why Rockville" cooperative marketing campaign	1/09		1/09	15 additional ads run in FY '09 representing wide variety of companies (26 total in FY '08 and '09)
Organize event for 2008 sponsors and CEO	1/09		2/09	
Approve 2009 campaign	12/08		12/08	Sponsors re-enlisted
Implement 2009 "Why Rockville" campaign	1-12/09	12/09		New template designed, 1/09; 9 additional ads run through 6/09
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing		Ongoing	Mont. Co. CVB Brochure; Embassy Day; Women Entrepreneur's Expo; Rockville Chamber Events; SCORE Business Counseling Day; Strathmore Business Event, Buy Rockville, FLC Technology Day

REDI 2008-09 Strategic Initiatives

Attach B

Tactic D: Generate Free, Earned Media Coverage

Measurement: Number of press releases generated; number of articles in print/stories on the air (>90); advertising equivalent increase over 2007-08 (>\$125,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Author one regular column	Ongoing	Ongoing		
Secure one non-print media series	Ongoing	Ongoing		Multiple appearances on Mont. Week in Review
Produce editorial content for Gazette "Inside Rockville Business"	11/08		11/08	Content produced for Rockville section of "Inside Montgomery"
Achieve 6 non-calendar media placements/month	Ongoing		6/08	71 non-calendar placements, 53 calendar placements

Strategy 2.2: Expand Rockville's Base of Technology Companies

Tactic A: Follow Up from BIO 2008 and Participate in BIO 2009

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of Rockville companies that participate in BIO 2008

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Follow up leads from BIO 2008	Ongoing		Ongoing	
Plan BIO 2009 joint booth with Rockville companies	1/09		3/09	New state booth design precluded joint booth design; worked with Rockville companies individually to evaluate their participation
Implement PR campaign, schedule meetings through Partnering Program	5/09		5/09	Partnering Program deleted
Participate in BIO 2009	5/2009		5/09	
Follow up leads from BIO 2009	Ongoing		Ongoing	

REDI 2008-09 Strategic Initiatives

Attach B

Plan participation in BIO 2011 in DC	Ongoing		Ongoing	Worked with state to offer a lower-cost participation option for small companies
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Tactic B: Participate in 2008 Mid-Atlantic BIO

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of booth partners

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan Mid-Atlantic BIO joint booth with Rockville companies	7-9/08		9/08	Joint booth with 4 Rockville companies; 3 companies gave presentations
Participate in Mid-Atlantic BIO 2008	10/2008	10/2008		
Follow up leads from Mid-Atlantic BIO 2008	Ongoing		Ongoing	

Tactic C: Partner with Technology Business Organizations, e.g., TEDCO, Tech Transfer Society, Federal Lab Consortium, Tech Council of Maryland

Measurement: Joint programming and initiatives (10)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Propose joint activities, participate at regional events	Ongoing			Bioinformatics Conference with FLC, MTECH Seminars; Women's Business Center Proposal; Women Entrepreneur's Expo; MIT Enterprise Forum; Women in Technology Conference; TEDCO Tech Transfer Conferences
Implement and assess results	Ongoing		Ongoing	Expanding MITEF activities

GOAL 3: Retain and Support Rockville's Existing Business Base

Strategy 3.1: Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success

Tactic A: Celebrate Rockville Businesses through a "Business Appreciation Week"

Measurement: Expanded number of partner organizations (4), visiting team members and business visits (55); press coverage of event

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify partners	10/08		2/09	Mayor & Council, City Staff, Rockville Chamber, Mont. Co. DED
Plan kick-off or closing event with partner	1/09			Deleted for budgetary reasons
Schedule business visits; identify visiting team members	2-3/09		3/09	
Publicize event	4/09		4/09	Coverage in Washington Post, Bisnow, publicized on REDI website, TRC 11
Visit businesses; release survey results	4/09		3/09	50 visits made in 1 week, survey results presented to Board
Evaluate event	5/09		4/09	Positive response from visiting team members and businesses

Tactic B: Make Targeted Retention Visits

Measurement: Number of visits (30)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Schedule visits	Ongoing		6/09	54 visits made
Begin visits	7/08		6/09	
Assess results and amend plan	6/09		6/09	

REDI 2008-09 Strategic Initiatives

Attach B

Tactic C: Publicize Rockville business successes

Measurement: Number of companies nominated for awards (12); number of companies receiving awards (9)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify targeted business award programs (goal is 4)	9/08		6/09	P&B 53; Brava Award; Women Who Mean Business; 25 CEO's You Need to Know
Encourage company nominations	Ongoing		6/09	More than 38 companies encouraged to compete; 30 won
Publicize Rockville company selections	Ongoing		6/09	Publicized on website, in newsletter, etc.

Strategy 3.2: Support Workforce Recruitment for Rockville Companies

Tactic A: Sponsor/Organize a Regional Postdoc Conference

Measurement: Number of postdoc participants (600) and hiring companies (40); regional company representation; entrepreneurship focus; sufficient funds raised to cover conference costs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and host meetings of the planning committee	7-10/08		10/08	4 held for 2008 conference; 6 for 2009 conference
Hold conference	10/2008		10/08	
Evaluate event	11/08		11/08	593 Postdoc Attendees, 55 exhibitors, including 40 hiring companies (34 local); raised sufficient funds; Kauffman Foundation meetings with NIH & postdoc focus groups
Evaluate hiring results	3/09		3/09	At least 6 companies made offers

REDI 2008-09 Strategic Initiatives

Attach B

Strategy 3.3: Stimulate B2B Networks for Businesses

Tactic A: Support Efforts to Establish a Business Club for Montgomery County in Rockville

Measurement: Broader support for the project

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Promote concept	Ongoing			Project suspended
Meet with potential investors	Ongoing			

Tactic B: Support Existing Business Organizations (Chambers, women and minority organizations, tech groups)

Measurement: Number of events promoted in calendar and e-newsletter (36); number of events attended (24)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Publicize Rockville business events on web, in newsletter	Ongoing		6/09	More than 67 events promoted via REDI newsletter and website including the Asian American Business Conference; American Chinese Women's Business Conference; Rockville Chamber events
Attend business events (goal is 2/month)	Ongoing		6/09	65 attended
Provide links from REDI website to business organizations	Ongoing		6/09	Numerous links include Rockville Chamber; Buy Rockville; Mont. Co. DED; SCORE; Tech Transfer Society; TEDCO

REDI 2008-09 Strategic Initiatives

Attach B

Tactic C: Facilitate B2B Connections through a Comprehensive, Web-based Listing of Rockville Technology Companies and Large Companies

Measurement: Databases updated annually; number of hits on the web pages

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Update information; add new businesses as they are discovered	Ongoing		6/09	All companies updated at least once/year
Complete annual database confirmation/update	8/08		6/09	
Evaluate and amend approach	8/08		6/09	Over 2000 unique visitors to REDI website each month; approach works well as long as REDI has volunteer support

Tactic D: Communicate Regularly through an Email Newsletter

Measurement: Frequency and number of newsletters sent (12); percent opened (25%)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Develop and send monthly REDI e-newsletter	Ongoing		6/09	14 newsletters sent (monthly, with mid-month blast if warranted by upcoming events/news)
Assess readership quarterly	Ongoing		6/09	1,700 sent in June (24% open rate)

REDI 2008-09 Strategic Initiatives

Attach B

GOAL 4: Support City of Rockville Programs and Initiatives*Strategy 4.1: Support the Revitalization of Rockville Town Center***Tactic A: Support Parking Coordination Efforts**

Measurement: Parking plan implemented; timely installation of parking signs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Continued distribution of Town Center parking brochure	Ongoing		6/09	
Gain support from existing garage owners for signage plan	12/08			On hold based on Duball construction schedule
Implement signage plan	Open			Dependent on Duball construction schedule

Tactic B: Support Construction of a High Quality Boutique Hotel

Measurement: Hotel construction begins

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Support developer approvals and financing for project	Ongoing			Dependent on Duball construction schedule

Tactic C: Distribute the Town Center Shopping/Dining/Parking Guide

Measurement: Remaining brochures are distributed in Rockville

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Distribute remaining Shopping/Dining Guides	Ongoing		6/09	Brochures distributed throughout year; in June, ceased distribution as brochure was replaced by RockvilleLiving and BuyRockville websites.

REDI 2008-09 Strategic Initiatives

Attach B

Strategy 4.2: Partner with City on Initiatives with Economic Development Component

Tactic A: Support City processes to review and update various Master Plans

Measurement: Responsiveness to City request for support; inclusion of economic considerations/business perspective in plans

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Participate in City meetings as requested	Ongoing		Ongoing	
Serve as a resource to City staff and liaison to business community throughout process	Ongoing		Ongoing	Board reviewed comprehensive master plan; supported Rockville Pike Master Plan process; input on County's Gaithersburg West Master Plan.

Tactic B: Support Rockville Sister City Corporation Relationship (RSCC) with Jiaxing, China

Measurement: Economic development component in RSCC's plans and activities with Jiaxing counterparts

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Advise RSCC & provide program components as requested	Ongoing			Attended Sister City meetings, reviewed documentation on Jiaxing
Serve as liaison to Rockville business community in implementing plan	Ongoing			Provided RIC tour for Pinneberg mayor.

REDI 2008-09 Strategic Initiatives

Attach B

Tactic C: Integrate Businesses into the Effort to "Green" Rockville

Measurement: Lists are prepared, published and publicized

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Prepare list of Rockville businesses providing "green services"	2/09			To be coordinated with overall City activities
Prepare list of Rockville's "green" office buildings	3/09			Delayed by "Buy Rockville" efforts
Publish and promote lists	4/09 ongoing			

Tactic D: Promote Existing Cultural and Arts Organizations and Events

Measurement: City list added to website; calendar information disseminated

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Add City cultural org. list to REDI website; Publicize widely	TBD			Affected by altered workplan; listings available on RockvilleLiving website
Compile information about regional calendars	12/08			Rockville Living and Buy Rockville assumed this function: REDI provided information to those sites
Encourage arts & entertainment organizations to submit event info to regional calendars	ongoing			
Promote business participation on arts and entertainment boards	ongoing			

"Buy Rockville" Program Activities

- In October, resurveyed April 2008 Business Week participants on impact of deteriorating economy
- Determined that business-to-consumer sector was in trouble
- Proposed creating a "Buy Local" program to Board and Mayor & Council; gained approval to alter work plan
- Negotiated agreement with RockvilleLiving website to build upon their database of Rockville companies
- With assistance from one staff member loaned from the City, contacted by phone and in person hundreds of Rockville retailers to encourage them to add/update their profiles on the RockvilleLiving website. More than 115 did so.
- Created logo, consumer web survey, and "Buy Rockville" web portal
- Average weekly webpage hits on RockvilleLiving increased from 2000 to 3500.
- Distributed posters, flyers, press releases on importance of buying local
- As proposed, handed off program leadership in January to a coalition led by the Rockville Chamber. Participated in regular coalition meetings and projects.

ROCKVILLE ECONOMIC DEVELOPMENT, INC. (REDI)

Accomplishments for FY 2009:

- Build Rockville's Economy for the Future
 - Foster innovation and entrepreneurship in Rockville
 - For Rockville Innovation Center, participated in 9 prospective tenant committee meetings and 6 annual company reviews; sponsorship program redesigned, 4 sponsors secured
 - Montgomery College tech transfer course held; worked on Nat'l Science Foundation grant application for ACTiVATE course at NIH
 - StartRight! Business Plan Competition: added prize from Comcast Spotlight; 41 entries (9 non-Maryland); new award event partner and timing, widespread visibility and press coverage
- Attract New Businesses to Rockville
 - Brand and Market Rockville
 - Business Seminars: 11 programs held, 188 attendees
 - Advertising: Cooperative "Why Rockville" campaign with Gazette and Capital Bank – 24 ads run
 - 18 branding ads run in Gazette, 6 in SmartCEO
 - Website updated 2-3x/ month; website redesign begun
 - Cooperative marketing efforts with Mont. County CVB, Rockville Chamber, SCORE, "Buy Rockville" campaign, Federal Lab Consortium and others
 - Obtained 71 media placements plus 53 calendar listings
 - Expand Rockville's Base of Technology Companies
 - BIO 2009: worked with State of Maryland on new pavilion design
 - Mid-Atlantic BIO: Joint booth with 4 Rockville companies; 3 Rockville companies gave presentations
 - Partnered on projects with Mont. County DED; Federal Lab Consortium, MTECH, Women's Business Center; MIT Enterprise Forum; TEDCO; and others
- Retain and Support Existing Businesses
 - Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success
 - Business Appreciation Week: 50 visits in one week
 - Met with 54 additional Rockville businesses throughout year
 - More than 38 companies encouraged to enter four award competitions; 30 Rockville companies won
 - Support Workforce Recruitment for Rockville Companies
 - Postdoc Conference organized and held; 593 Postdoc attendees, 55 exhibitors including 40 hiring companies (34 local); Kauffman Foundation involvement; at least 6 companies made offers
 - Business-to-Business Networks for Businesses
 - More than 67 events promoted via REDI newsletter and website
 - 65 events attended by REDI staff
 - 14 e-newsletters sent to approximately 1700 addresses with a 24% open rate

- Support City of Rockville Programs and Initiatives
 - Support Revitalization of Town Center
 - Distributed Dining, Shopping and Parking Guides
 - Partner with City on Initiatives with Economic Development Components
 - Reviewed comprehensive master plan; supported Rockville Pike Master Plan process
 - Attended Sister City meetings, reviewed documentation on Jiaxing, provide RIC tour for Pinneberg mayor
 - Launched "Buy Rockville" campaign; persuaded more than 100 businesses to add/update profiles on website; publicized campaign via posters, press releases, etc.; handed off leadership of program to coalition led by the Rockville Chamber

Goals for FY 2010:

- Goal Area 1 - Build Rockville's Economy for the Future
 - Foster Innovation and Entrepreneurship by:
 - Supporting the Rockville Innovation Center and Shady Grove Innovation Center technology incubators
 - Creating and supporting an ACTiVATE course at NIH
 - Sponsoring the StartRight! Women's Business Plan Competition
 - Catalyzing public and private investment through establishing the MIT Enterprise Forum in Rockville
- Goal Area 2 - Attract New Businesses to Rockville
 - Brand and Market Rockville as a Business Center by:
 - Establishing the Rockville Library as the center for business information
 - Redesigning and maintaining REDI's website
 - Selectively advertising Rockville as a great place to do business
 - Generating free, earned media coverage
 - Expand Rockville's Base of Technology Companies by:
 - Following up from BIO 2009 and participating in BIO 2010
 - Participating in Mid-Atlantic BIO 2009
 - Partnering with technology organizations
- Goal Area 3 - Retain and Support Rockville's Existing Business Base
 - Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success by :
 - Celebrating Rockville businesses through a "Business Appreciation Week."
 - Making targeted retention visits
 - Publicizing Rockville business successes
 - Support Workforce Recruitment for Rockville Companies by:
 - Sponsoring/organizing a regional Postdoc Conference and Career Fair
 - Stimulate Business-to-Business Networks for Businesses
 - Holding a CEO Connect event
 - Supporting existing business organizations

Attach C

- Facilitating business to business connections through a comprehensive, web-based listing of Rockville technology companies and large companies
 - Communicating regularly through an e-mail newsletter
- Goal Area 4: Support City of Rockville Programs and Initiatives
 - Support the Revitalization of Rockville Town Center by:
 - Supporting parking coordination efforts
 - Partner with the City on Initiatives with an Economic Development Component by:
 - Supporting City processes to review and update various Master Plans
 - Supporting Rockville Sister City relationships
 - Participating in the "Buy Rockville" Program
 - Integrating businesses into the effort to "green" Rockville